

**What is Claimed is:**

1. An advertisement supplying method, characterized in that an area for recording advertisement data is created in a large-capacity recording medium, advertisement data which are to be reproduced when an audience watch a program are recorded in said area in advance, and said large-capacity recording medium is thereafter provided.
2. An advertisement data supplying method, characterized in that a large-capacity recording medium in which a free area for recording advertisement data is created is provided, and after providing said medium, advertisement data which are to be reproduced when an audience watch a program are recorded in said free area of said large-capacity recording medium.
3. The advertisement data supplying method of claim 1, characterized in that for updating said advertisement data which are recorded in advance in said area for recording advertisement data, said advertisement data are provided by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel for program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

4. The advertisement data supplying method of claim 2, characterized in that said advertisement data are provided by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

5. The advertisement data supplying method of claim 2, characterized in that the capacity of said free area can be changed.

6. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and displays said advertisement data, for a predetermined period or all the times, in a partial area of a displayed view of program data which area being received.

7. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the

advertisement supplying method of claim 2, and displays said advertisement data, for a predetermined period or all the times, in a partial area of a displayed view of program data which area being received.

8. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 1, replaces advertisement data inserted in program data or a part or entirety of empty data with said recorded advertisement data during broadcasting of program data which are being received, and reproduces said recorded advertisement data.

9. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said large-capacity recording medium which is used in the advertisement supplying method of claim 2, replaces advertisement data inserted in program data or a part or entirety of empty data with said recorded advertisement data during broadcasting of program data which are being received, and reproduces said recorded advertisement data.

10. The advertisement data reproducing apparatus of claim 8, characterized in that replacement of said advertisement data is performed using an advertisement beginning/ending flag which

is created in a packet header of said program data.

11. The advertisement data reproducing apparatus of claim 9, characterized in that replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

12. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and displays said advertisement data, during reproduction of program data which are recorded in said large-capacity recording medium, for a predetermined period or all the times, in a partial area of a displayed view of said program data.

13. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 2, and displays said advertisement data, during reproduction of program data which are recorded in said large-capacity recording medium, for a predetermined period or all the times, in a partial area of a displayed view of said program data.

14. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing

means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 1, and during reproduction of program data which are recorded in said large-capacity recording medium, inserts and reproduces said advertisement data in said program data which are being reproduced.

15. An advertisement data reproducing apparatus, characterized in comprising advertisement data reproducing means which reads said advertisement data from said advertisement data area of said large-capacity recording medium which is used in the advertisement supplying method of claim 2, and during reproduction of program data which are recorded in said large-capacity recording medium, inserts and reproduces said advertisement data in said program data which are being reproduced.

16. The advertisement data reproducing apparatus of claim 12, characterized in that said advertisement data reproducing means replaces advertisement data already added to said program data with said advertisement data of said advertisement data area and reproduces said advertisement data of said advertisement data area.

17. The advertisement data reproducing apparatus of claim 13, characterized in that said advertisement data reproducing means replaces advertisement data already added to said program data

with said advertisement data of said advertisement data area and reproduces said advertisement data of said advertisement data area.

18. The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, characterized in that said advertisement data are recorded in said advertisement data area or updated by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

19. The advertisement data reproducing apparatus of any one of claims 7, 9, 13 and 15, characterized in that said advertisement data are recorded in said advertisement data area or updated by either one of or combination of a method which requires to load from a channel which is dedicated to advertisement data, a method which requires to load from the same channel as program data during an unoccupied period of said program data, a method which requires to extract from advertisement data which are added to program data and thereafter load, a method which requires to load through a different communication system from broadcasting of program data.

20. The advertisement data reproducing apparatus of claim 14, characterized in that insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

21. The advertisement data reproducing apparatus of claim 15, characterized in that insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

22. The advertisement data reproducing apparatus of claim 16, characterized in that insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

23. The advertisement data reproducing apparatus of claim 17, characterized in that insertion or replacement of said advertisement data is performed using an advertisement beginning/ending flag which is created in a packet header of said program data.

24. The advertisement data reproducing apparatus of any one of claims 6, 8, 12 and 14, characterized in that an identifier not for inhibiting to display advertisement data is added to a packet header of said program data.

25. The advertisement data reproducing apparatus of any one

of claims 7,9,13 and 15, characterized in that an identifier not for inhibiting to display advertisement data is added to a packet header of said program data.

26. The advertisement data reproducing apparatus of any one of claims 6,8,12 and 14, characterized in comprising information of interest inputting means which inputs information of interest which an audience have regarding advertisements.

27. The advertisement data reproducing apparatus of any one of claims 7,9,13 and 15, characterized in comprising information of interest inputting means which inputs information of interest which an audience have regarding advertisements.

28. The advertisement data reproducing apparatus of any one of claims 6, 8,12 and 14, characterized in comprising:

advertisement information managing means of managing ID information of advertisement data which were reproduced, forwarded without reproducing, or skipped without reproducing; and

advertisement information storing/sending means of internally storing at least said ID information or sending at least said ID information to outside.

29. The advertisement data reproducing apparatus of any one of claims 7,9,13 and 15, characterized in comprising:

advertisement information managing means of managing ID information of advertisement data which were reproduced, forwarded without reproducing, or skipped without reproducing;



and

advertisement information storing/sending means of internally storing at least said ID information or sending at least said ID information to outside.

30. The advertisement data reproducing apparatus of claim 28, characterized in that with a predetermined condition set, it is possible to forward or skip advertisement data without reproducing.

31. The advertisement data reproducing apparatus of claim 29, characterized in that with a predetermined condition set, it is possible to forward or skip advertisement data without reproducing.

32. An advertisement data reproducing system, characterized in comprising an advertisement control center which receives information regarding reproduction of advertisements from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 28 and manages and sends advertisement data based on said information received.

33. An advertisement data reproducing system, characterized in comprising an advertisement control center which receives information regarding reproduction of advertisements from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 29 and manages and sends advertisement data based on said information received.

34. A sponsor system, characterized in comprising a sponsor apparatus which determines a user who is to be provided with the contents of an advertisement and/or an advertisement, based on said information regarding reproduction of advertisements received from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 28 or 30 or from said advertisement control center of the advertisement data reproducing system of claim 32.

35. A sponsor system, characterized in comprising a sponsor apparatus which determines a user who is to be provided with the contents of an advertisement and/or an advertisement, based on said information regarding reproduction of advertisements received from said advertisement information storing/sending means of the advertisement data reproducing apparatus of claim 29 or 31 or from said advertisement control center of the advertisement data reproducing system of claim 33.

36. A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some operations at all or some steps of the advertisement data supplying method of any one of claims 1 through 5.

37. A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some functions of all or some means of the advertisement data reproducing apparatus of any one of claims

6, 8, 12, 14, 16, 20 and 22.

38. A program recording medium which can be read with a computer and which stores a program and/or data for executing with a computer all or some functions of all or some means of the advertisement data reproducing apparatus of any one of claims 7, 9, 13, 15, 17, 21 and 23.